BUREAU OF STATISTICS

2002/'03

Figures released by the Yukon Liquor Corporation for the fiscal year April 1, 2002 to March 31, 2003 show that 4,260,600 litres of liquor were sold in the Yukon. This volume of liquor was made up of 3,617,400 litres of beer and cider, 217,900 litres of spirits and 425,300 litres of wine.

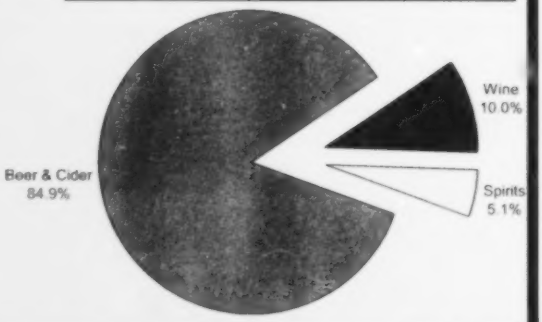
1

The 2002/'03 figure of 4,260,600 litres of liquor sold represents a **1.0% increase** from the 2001/'02 level of 4,216,400 litres sold.

Over the same period, spirit sales increased 1.1%, beer and cider sales increased 0.8%, and wine purchases were up by 2.9%.

Beer and cider accounted for 84.9% of total liquor purchases in 2002/'03. Wine was second with 10.0% and spirits were third at 5.1%.

Volume of Liquor Sold, in Litres



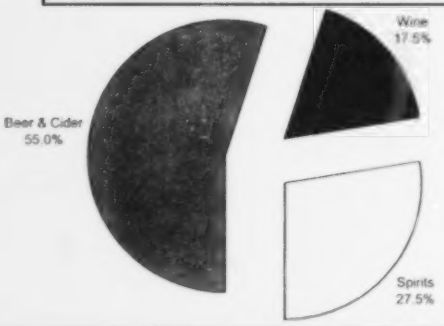
2

The 2002/'03 sales figure of $25,122,700 of liquor sold represents a **2.9% increase** from the 2001/'02 level of $24,411,700.

Over the same period, revenue from spirits ($6,912,900) increased 0.9%, wine ($4,393,800) increased 5.5%, and beer $13,816,000) increased 3.1%.

Beer and cider accounted for 55.0% of total sales of liquor in 2002/'03. Spirits were second, at 27.5%, and wine last with 17.5% of total sales.

Value of Liquor Sold, in Dollars

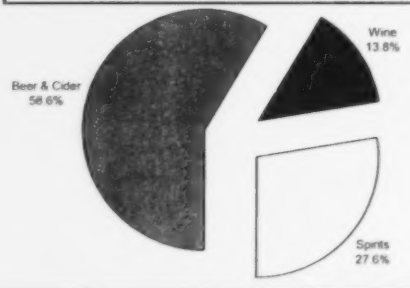


3

Different types of liquor contain different amounts of absolute alcohol. On average, beer and cider contain 5% alcohol by volume, spirits 39%, and wine 10%.

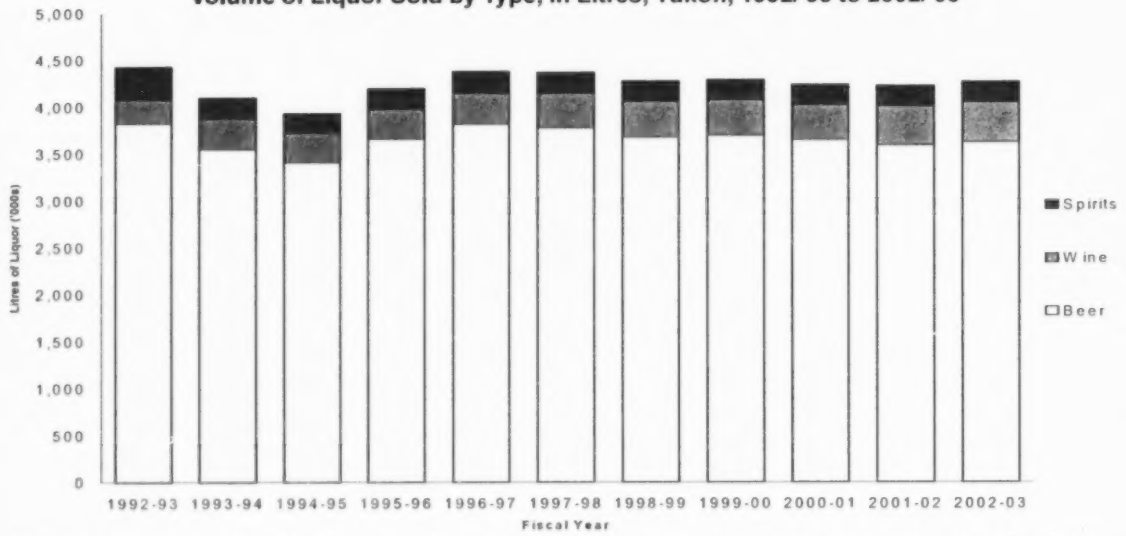
The largest share (58.6%) of total absolute alcohol was purchased in the form of beer and cider. Spirits were second with 27.6%, and wine accounted for the remaining 13.8%.

Total Volume of Liquor Sold, by Alcohol Content



4 Volume of Liquor Sold by Type

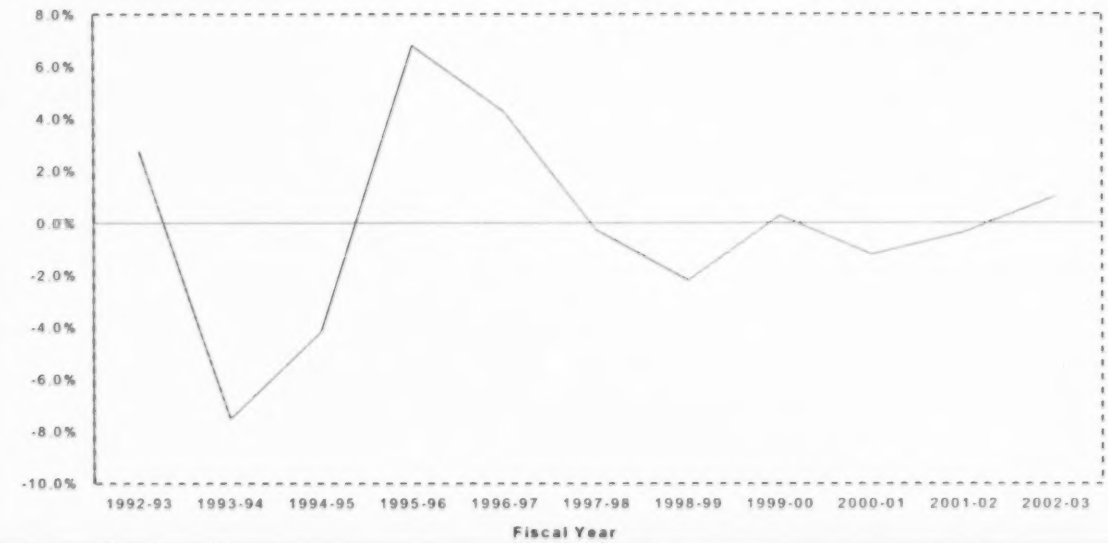
Volume of Liquor Sold by Type, in Litres, Yukon, 1992/'93 to 2002/'03



The 2002/'03 figure of 4,260,600 litres of total liquor sold represents a 1.0% increase from the 2001/'02 level of 4,216,400 litres sold. The 2001/'02 figure was 0.3% lower than the previous year, 2000/'01, in which 4,230,500 litres of liquor were sold. The highest sales volume figures over the last ten years occurred in 1996/'97, when 4,373,700 litres of liquor were sold, and the lowest sales volume figures took place in 1994/'95, when 3,927,886 litres of liquor were sold.

The chart below shows the change in the volume of liquor sold from year to year. The largest decrease in liquor sales occurred between 1992/'93 and 1993/'94 (-7.5%). The largest increase in sales occurred between 1994/'95 and 1995/'96 (6.8%). A large portion of the change in yearly liquor sales is related to changes in the Yukon population. This is especially true in Faro, where the population has fluctuated dramatically following closures of the Anvil mine. *(See page 4 for liquor sales by community.)*

Percentage Change in the Volume of Liquor Sold, in Litres, Yukon, 1992/'93 to 2002/'03



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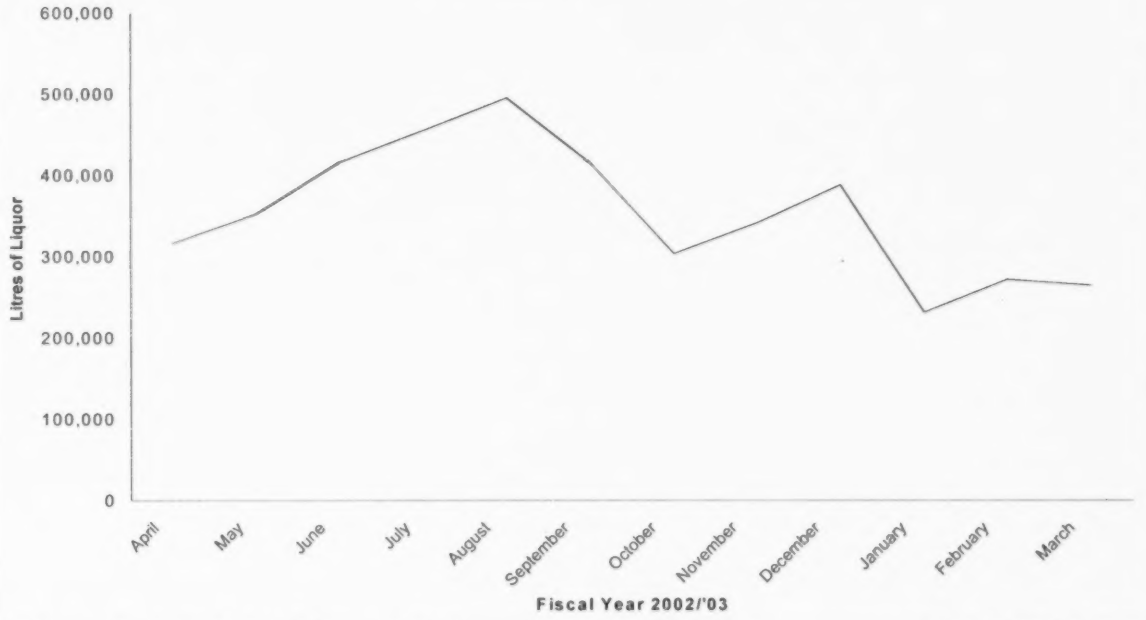
5 Volume of Liquor Sold by Month

Volume of Liquor Sold by Month, Yukon, 2002/'03



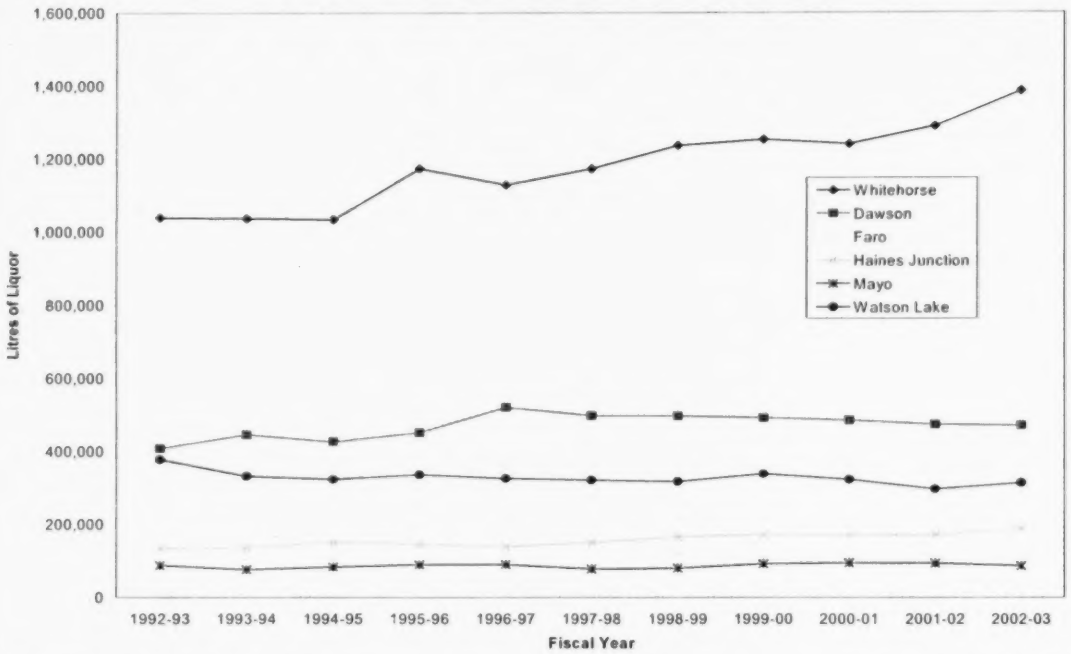
Liquor sales in the Yukon follow a distinct seasonal cycle, peaking in the summer months. In 2002/'03, there were 496,104 litres of liquor sold in August 2002, which accounted for 11.6% of the yearly total. In January 2003, there were 232,213 litres of liquor sold, which accounted for only 5.5% of the yearly total. The large number of travellers visting the Yukon and the influx of seasonal workers may be responsible for a portion of the increased sales during the summer months. *This should be taken into account when comparing per capita liquor consumption in the Yukon.* The table below shows monthly sales figures from 1997/'98 to 2002/'03:

Volume of Liquor Sold by Month, in Litres, Yukon, 1997/'98 to 2002/'03

	1997/'98	1998/'99	1999/'00	2000/'01	2001/'02	2002/'03
April	326,767	308,825	272,829	350,087	335,241	317,171
May	366,462	361,787	348,493	351,116	339,674	352,816
June	433,741	433,249	402,963	450,910	421,317	416,477
July	467,194	486,987	469,178	456,067	456,427	455,828
August	539,050	615,001	529,277	506,528	507,483	496,104
September	423,773	358,247	343,515	401,767	398,418	415,670
October	295,967	275,296	369,766	284,513	291,093	304,345
November	349,034	320,328	346,541	326,439	338,281	342,448
December	375,113	352,159	385,231	355,435	375,579	389,014
January	233,707	212,524	218,830	234,042	238,811	232,213
February	274,246	253,804	271,175	279,803	266,171	272,907
March	278,031	289,668	323,323	233,748	247,905	265,622
Total	**4,363,085**	**4,267,876**	**4,281,122**	**4,230,454**	**4,216,399**	**4,260,613**

6 Volume of Liquor Sold by Community

Volume of Liquor Sold by Community, Yukon, 1992/'93 to 2002/'03



From 1992/'93 to 2002/'03 the volume (in litres) of liquor sold in the communities changed as follows:

- In Dawson, the volume decreased by 0.7%, from 474,298 in 2001/02 to 470,926 in 2002/03.
- In Faro, the volume decreased by 2.8%, from 118,720 in 2001/02 to 115,383 in 2002/03.
- In Haines Junction, the volume increased by 10.1%, from 173,031 in 2001/02 to 190,423 in 2002/03.
- In Mayo, the volume decreased by 7.9%, from 94,933 in 2001/02 to 87,430 in 2002/03.
- In Watson Lake, the volume increased by 5.8%, from 297,336 in 2001/02 to 314,446 in 2002/03.
- In Whitehorse, the volume increased by 7.5%, from 1,289,522 in 2001/02 to 1,385,849 in 2002/03.

Notes:

Liquor Purchases are based on sales data provided by Yukon Liquor Corporation annual reports. The Yukon Liquor Corporation (YLC) is a Yukon Territory crown corporation responsible for the administration of the Liquor Act and Regulations, and for the purchase and sale of all alcoholic beverages in the Territory. The Corporation's fiscal year is from April 1st to March 31st. Sales figures do not include commercial/ home wine- and beer-making.

Absolute Alcohol volumes are derived from the relative alcohol content of the spirits, beer, and wine sold. The percentages used for alcohol by volume are: spirits, 39%; wine, 10%; and beer, 5%.

Yukon
Executive Council Office
Bureau of Statistics

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